



## *News Release*

### **New Ashland Aroset™ 2100 pressure sensitive adhesive delivers exceptional combination of cohesive and adhesive performance for highly demanding tape and label applications**

DUBLIN, OHIO, May 7, 2018 – Ashland is pleased to announce the development of a new high-performance solution acrylic pressure sensitive adhesive (PSA), Aroset™ 2100 PSA. Ashland will launch Aroset™ 2100 PSA at the Pressure Sensitive Tape Council Tape Summit 2018, which will be held in Minneapolis, MN on May 7-11, 2018.

This coater-ready and self-crosslinking PSA enables pressure sensitive tape converters to manufacture tapes that combine very high adhesion from polar surfaces with exceptional cohesion under a broad variety of challenging conditions. This adhesive was developed to provide specialty tape and label manufacturers with the capability to manufacture extremely robust tapes for performance design spaces that were previously not available to solvent-based acrylic PSAs.

Key Aroset™ 2100 PSA attributes include:

- class leading room and high temperature shear, including greater than 500 hours of shear dwell time at 200 °F (½" X ½" x 1 kg test configuration)
- outstanding solvent resistance, including oil and fuel immersion of bonded surfaces
- excellent adhesion to polar surfaces, including polyurethane
- high degree of optical clarity
- good loop and probe tack

Aroset™ 2100 PSA enables solvent-borne PSA tape and label manufacturers and converters to compete at the highest levels of PSA adhesion and cohesion, with no capital investment when using their existing equipment. This capability can offer:

- growth in value added applications
- higher performance tape construction customization and flexibility
  - various thickness
  - choice of liner and face stock

- a broad variety of transfer tapes and adhesive coated tape possibilities

According to Dr. Lars Kilian, Ashland's Sr. Group Leader for PSA Product and Applications Development, "Our group developed Aroset™ 2100 PSA in response to the tape market's need for an adhesive that provides exceptional resistance to very high heat, or challenging solvents, without compromising very strong bonding capability to a broad range of polar plastics and metals."

"In addition to its extremely high bond strength, Aroset™ 2100 PSA has excellent resistance to various chemicals needed for applications in demanding or harsh environments," stated Dr. Venkataramanan Seshadri, Ashland Research Scientist.

Todd McMillen, Ashland's Global Industry Manager, PSA, added, "We are excited to be able to combine high adhesion and high cohesion for high performance specialty tape applications with our new product Aroset™ 2100 PSA, allowing us to achieve greater performance over current solvent-based PSA offerings."

### **About Ashland**

Ashland Global Holdings Inc. (NYSE: ASH) is a premier global specialty chemicals company serving customers in a wide range of consumer and industrial markets, including adhesives, architectural coatings, automotive, construction, energy, food and beverage, personal care and pharmaceutical. At Ashland, we are approximately 6,500 passionate, tenacious solvers – from renowned scientists and research chemists to talented engineers and plant operators – who thrive on developing practical, innovative and elegant solutions to complex problems for customers in more than 100 countries. Visit [ashland.com](http://ashland.com) to learn more.

™ Trademark, Ashland or its subsidiaries, registered in various countries.

### **FOR FURTHER INFORMATION:**

Media Relations:  
Alyssa Valetutti  
+1 (302) 594-5237  
[alyssa.valetutti@ashland.com](mailto:alyssa.valetutti@ashland.com)

###